

Automotive Direct Marketing Solutions



Gas Guzzler Mailers

The soaring price of gasoline is on everybody's mind, so get consumers' attention and drive traffic to your dealership with SourceLink's Gas Guzzler Mailers. Easy to use for a variety of promotions – trade keys, low financing, 100% trade reimbursements, vehicle buy backs and upgrades – valuable gas vouchers and cards are proven to draw eager buyers. Choose from envelope mailers, postcards or self-mailers to promote your customized offer and motivate prospects. Lead with a gas deal – and get ready for calls, visits and sales.



Let's Trade Keys

Add a gas voucher offer to the popular Let's Trade Keys current customer mailer to increase test-drives and appointments. This letter and envelope package features a full window to display your offer and get the package opened. Choose any amount you want for the gas voucher and pair it with an attractive financing offer for a double punch to drive traffic.



Pick The Road Gas Card

There's nothing like plastic to catch someone's eye. Clearly displayed through a full window envelope, this tipped-on plastic gas card is the hook for today's gas-conscious driver. Pair the gas card with special financing offers and draw customers in with the promise of the open road – a new car, gas money and a sweet financing offer – a winning combination for your business.



Gas Voucher Self-Mailer

Take advantage of the hottest new hook in the business – personalized website response. The valuable gas voucher offers the recipient a 100% increase in dollar value for logging on to his or her own personalized website and making a test-drive appointment. Combine the quick impact of a postcard, more visual real estate for your offers and the personalized online response through the catchy new PURLs.



Gas Card Package

Gas cards work hard. This mail package features a pre-paid gas card photo displayed prominently through a full window envelope – offering the real gas gift card in exchange for scheduling a test-drive at your dealership. The completely customizable letter allows you to extend the gas offers – register to win free gas for a year, monthly gas winners and more – and combine them with any number of events or financing promotions.



Gas Voucher Postcard

Simple, direct, affordable – this gas voucher postcard gets drivers off the dime. Use it for a vehicle buy back offer like the one pictured here, or match a gas voucher amount of your choosing with other popular financing offers. Easily customizable for your dealership and ready to go out the door, these postcards are guaranteed attention-getters.

How To Get Started

SourceLink is a premier provider of results-driven communication solutions. Leveraging data intelligence, technology and production expertise, SourceLink creates and produces data-driven direct marketing and critical customer communications to help its clients more profitably drive response and improve ROI.

Sophisticated, targeted marketing isn't only for big-budget exclusive auto dealers. In fact, SourceLink's programs put proven, cost-effective, response-driven marketing right at your fingertips – with programs that are as easy to start as they are to evaluate.

1. Choose from an engaging variety of formats, designs and offers
2. Customize for your dealership
3. Choose from many lists
4. Mail

It's simply never been easier – or quicker – to leverage the kinds of marketing programs big companies use to build traffic, boost sales and create loyal, lifelong customers.



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The Power to Communicate

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